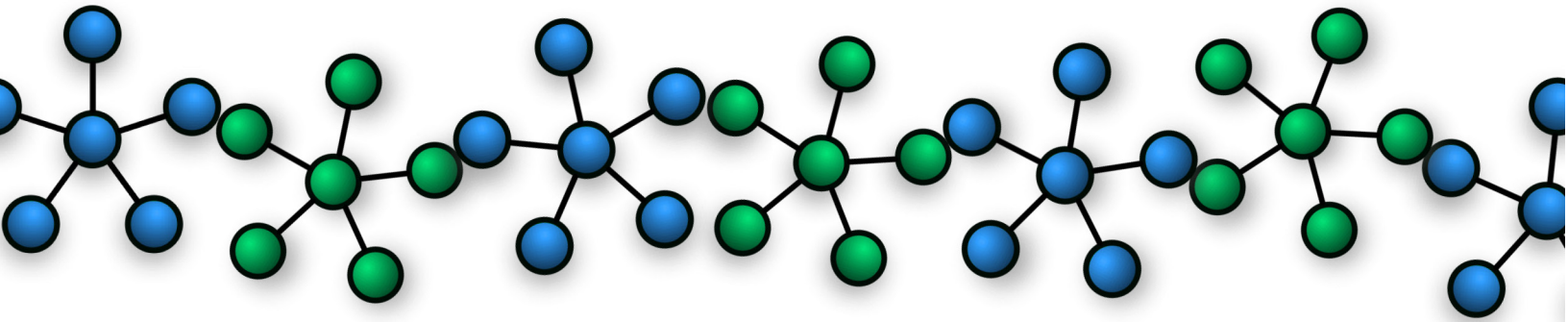




User's Guide to the KOIN Training Video

A Network to Foster Community Preparedness

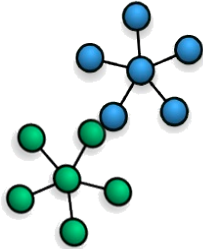


Kentucky Cabinet for Health and Family Services /
Department for Public Health

KOIN Training Video User's Guide

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INTRODUCTION TO THE USER'S GUIDE



"The KOIN will work because of people like you who will partner with the state and with others in your community. You will make all the difference to Kentucky's ability to reach every person in an emergency."

~ KOIN Training Video

PURPOSE

This User's Guide serves as a companion resource to the Kentucky Outreach and Information Network (KOIN) Training Video. The Guide includes a step-by-step process for using the video to introduce the KOIN to other people in your agency, organization or community.

HOW TO USE THIS GUIDE

The Guide is a tool created to expand on the information presented in the video, including:

- A description of the KOIN and its purpose;
- The target audiences the KOIN serves;
- The basic steps of KOIN communication; and
- Key KOIN member functions, roles and responsibilities.

The Guide includes a brief history of the KOIN to share with your audience prior to viewing the video. It also offers key questions that can be used to generate discussion after the video has been shown.

HOW THE GUIDE IS ORGANIZED

The Guide is divided into three simple steps:

Step 1: Introduce the KOIN

Step 2: Show the KOIN Training Video

Step 3: Engage Attendees in Discussion About the Video Content

Each section of the Guide provides information and resources that correspond with the topics covered in the video. The *Appendix* section also includes handouts, resources and materials that can be copied and used when needed.

AUDIENCES FOR THE VIDEO

As a KOIN member, you can use the KOIN Training Video to educate other people about the KOIN and your involvement with the network. Consider sharing the KOIN Training Video with people who may be interested in learning more about the KOIN, including:

- Area Development Districts (ADDs);
- Backup KOIN contacts;
- Board members, executive committee and volunteers who serve your organization;
- Chambers of commerce;
- Community-based organizations (CBOs);
- Co-workers;
- Faith organizations and groups;
- Local emergency managers;
- Members of agencies and organizations who partner with your organization;
- Metropolitan planning organizations (MPOs) or regional councils;
- New and/or potential KOIN members; and
- Rotary Club, Kiwanis and other civic groups.

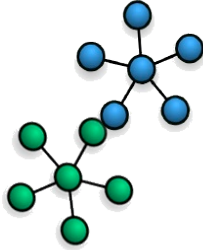
BEFORE GETTING STARTED

- Decide whom your audience will be and the key messages you want to convey.
- Prepare handouts and materials in advance. Consider the materials included in the *Appendices* (pages 10-21) that would be most useful to your audience.
- Visit the KOIN Web site for additional resource materials that can be downloaded and copied as handouts, including:
 - Brochure on public health services and individual preparedness.
 - Children's coloring book, "Be Safe. Be Prepared."
 - Kentucky Emergency Folding Pocket Guide.
- Contact the Cabinet if you need hard copies of any of the materials.

KOIN CONTACT INFORMATION

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Cabinet for Health and Family Services/Department for Public Health
(502) 564-6786 ext. 4411
BarbaraJ.Fox@ky.gov
<http://chfs.ky.gov/dph/epi/preparedness/KOIN.htm>

STEP 1: INTRODUCE THE KOIN



“The network, called the KOIN, is a way to connect people – no matter their circumstances – to the information they will need to prepare for and respond to emergencies.”

~KOIN Training Video

INTRODUCTION

An important first step in introducing people to the KOIN is providing a history of the KOIN – what it is, who KOIN members are and what they do to contribute to statewide preparedness. Before you begin, you may want to provide your audience with the following materials from *Appendix A* (page 10) that support the information you will present about the KOIN:

- KOIN Fact Sheet
- KOIN Member Roles and Responsibilities

WHAT IS THE KOIN?

In 2004, the Cabinet for Health and Family Services/Department for Public Health (CHFS/DPH) created the KOIN as a response to the need for emergency readiness set by the state commissioner for Public Health: “To process large numbers of sick people, whatever the reason.”

Today, the KOIN is a growing grassroots network of people who serve as conduits of information to special, vulnerable and hard-to-reach populations in emergencies. The KOIN was created to help reach vulnerable or hard-to-reach populations that do not receive messages from mainstream channels. These populations include those who are:

- Age vulnerable (elderly or very young);
- Blind or visually impaired;
- Deaf or hard of hearing;
- Economically disadvantaged;
- Individuals living in geographically isolated parts of the state;
- Limited English proficient; and
- Physically or mentally challenged.

(Note: These are broad categories. Your community’s special populations may include people who do not fit into one of these groups or who belong to more than one group.)

In addition to working in emergencies, this network can be used to protect the health of Kentucky citizens in day-to-day situations by communicating notices about immunization clinics, diabetes education/screening or flu shot distribution. The KOIN also can function as a two-way communication tool. It is not only a way to get information out to people, but it is also a way for state officials to get information from people on the frontlines of a local disaster or disease outbreak.

WHO ARE KOIN MEMBERS?

Members of the KOIN are Kentucky citizens who already have trusted relationships with vulnerable and hard-to-reach populations. Some examples of agencies and organizations in the KOIN are:

- Community-based organizations (CBOs);
- Direct service providers;
- Disaster preparedness and response organizations;
- Faith organizations;
- Academic institutions;
- Health departments;
- Hospitals;
- Mainstream and ethnic media outlets; and
- Social and cultural service organizations.

WHAT ARE KOIN MEMBERS' ROLES AND RESPONSIBILITIES?

KOIN members notify individuals about urgent and non-urgent public health alerts, such as food contamination or the first signs of a contagious disease. KOIN members have various roles and responsibilities, depending on their part in the message delivery process. KOIN members may be asked to:

- Receive important health information or alerts from the CHFS/DPH;
- Adapt the information into a format people can understand;
- Deliver the information to special, vulnerable and hard-to-reach population groups;
- Respond to periodic e-mails and phone messages from the Cabinet;
- Attend annual workshops hosted by the Cabinet to catch up on current events and activities;
- Advise the Cabinet on new communication networks that should be included in the KOIN;
- Recommend other members for the KOIN;
- Recommend further outreach techniques to special populations as well as new ways to identify and locate them; and
- Evaluate how the KOIN functions during an alert.

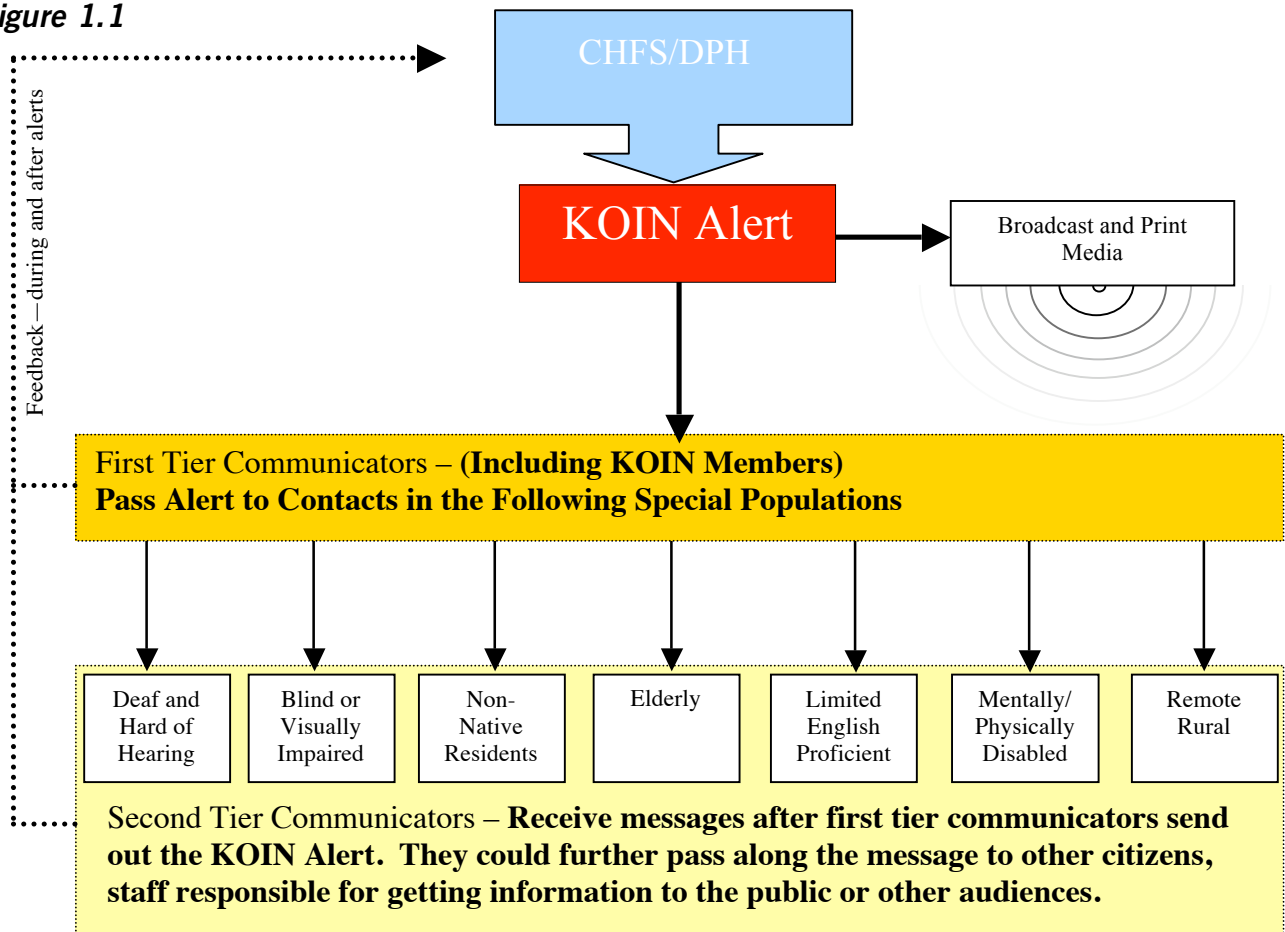
HOW THE KOIN WORKS

KOIN members form a core network of volunteers with contacts in particular populations who agree to serve as **first tier** communicators for outreach. **First tier** communicators are the first contacts to receive a KOIN Alert message from the CHFS/DPH. Some KOIN members then pass the message along to the individuals they represent or serve. Others will pass the message along to second tier communicators who then pass it on to their special population groups. *Figure 1.1* shows an example of how messages would flow during a KOIN Alert.

THE KOIN COMMUNICATION PROCESS

The flow of communication normally begins with members of the network who receive an alert message by phone or e-mail. The KOIN volunteer passes the necessary information on to local representatives of their particular populations. These people are the local delivery channels that pass along the emergency information to the next level – where people live, work or gather. The word might be passed through e-mail chains or a series of telephone calls. Ethnic media may also play an integral role. Sometimes the word may even be passed door-to-door or face-to-face.

Figure 1.1



KOIN ALERT EXAMPLE

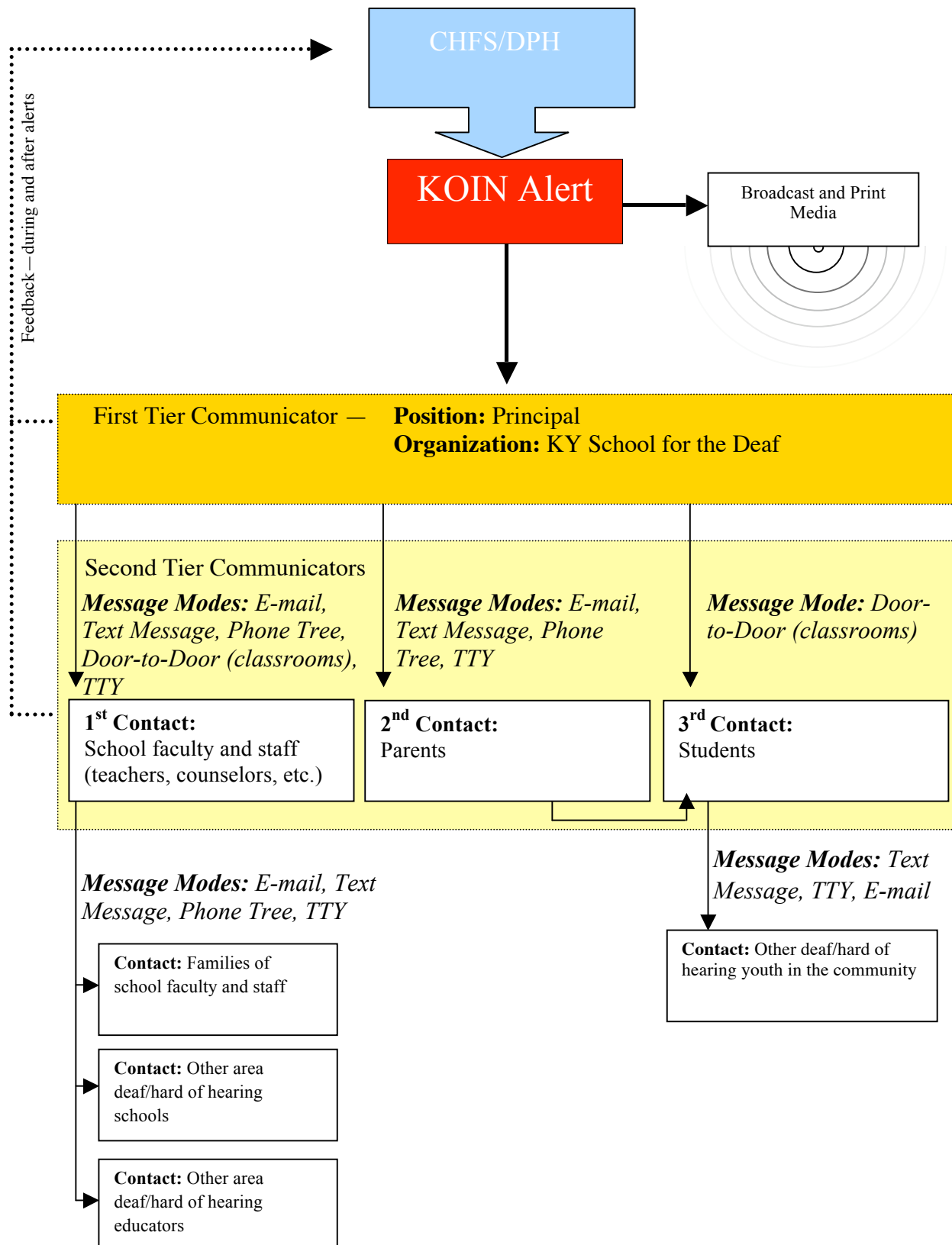
Message Delivery Process

The following KOIN Alert scenario and corresponding diagram (*Figure 1.2* on page 7) demonstrate the message delivery process when a KOIN Alert is sent to KOIN members. This is not a real event.

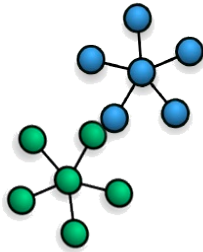
Sample KOIN Alert Scenario

CHFS/DPH sends a KOIN Alert by e-mail on a weekday at 9 a.m. Eastern Standard Time (EST) that a small outbreak of Avian Flu has been reported in Louisville. Health officials direct all residents in the Louisville area to return to their homes and remain there until further information is provided.

Because this KOIN Alert is sent during school hours, the School for the Deaf will need to inform a variety of audiences quickly and efficiently. The person receiving the message will change the way the message is delivered. *Figure 1.2* on page 7 is an example of a potential communication protocol.

Figure 1.2

STEP 2: SHOW THE KOIN TRAINING VIDEO



*"Communication is more than a message.
The messenger is often the most important
guarantee the information will be shared
and understood."*

~ KOIN Training Video

The KOIN Training Video informs people about the KOIN, the role of a KOIN member and how the KOIN functions as a public health communication tool. The video is a resource to reach many different audiences. It is available in English, Spanish and closed captioned versions.

Before you get started, consider making copies of the following materials located in *Appendix B* (page 15) to hand out to your audience:

- KOIN Member Checklists

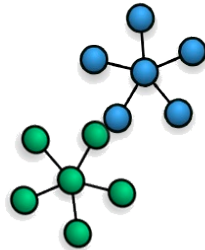
KOIN TRAINING VIDEO

The KOIN Training Video includes information about:

- The KOIN and how it works;
- KOIN members' roles and responsibilities;
- Different types of KOIN messages; and
- Information about delivering the message.

The video is formatted for a DVD player, but can be shown on a laptop computer.

STEP 3: ENGAGE ATTENDEES IN DISCUSSION ABOUT THE VIDEO



“The KOIN depends on the very basics of human society – on personal knowledge, on trust and on people taking responsibility for each other.”

~ KOIN Training Video

After viewing the video, engage your audience in a discussion about what they have just seen and heard. While the discussions may vary slightly depending on the audience, below are some sample questions to get the conversation started.

General Questions

- Now that you’ve had an opportunity to learn about the KOIN, what do you think about the KOIN? What questions do you have? What is unclear?
- What other agencies or organizations might be interested in knowing about the KOIN?
- Do you already have a list of agencies or organizations you work with in your community? If not, what agencies or organizations might be included in your list of key contacts?
- How might you go about connecting with other agencies and organizations in your community as you develop your list of key contacts?

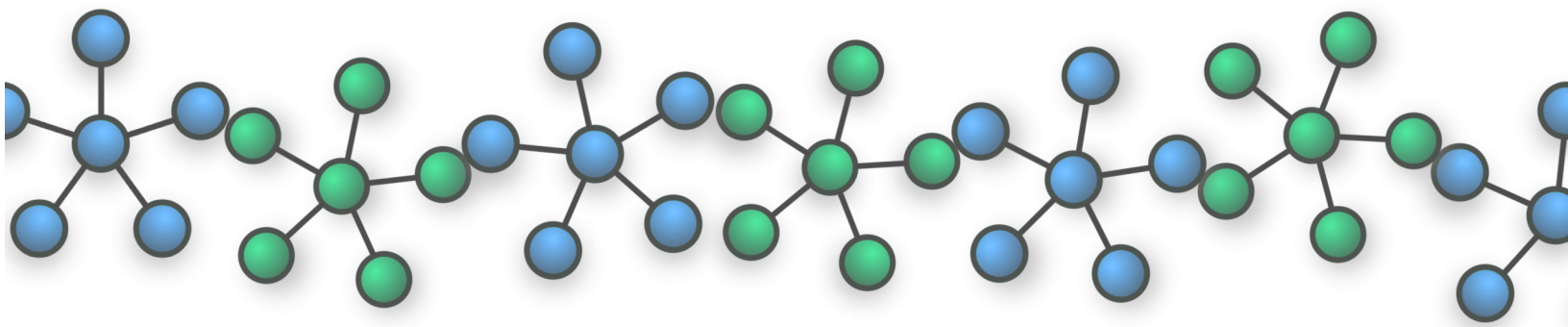
Responding to a KOIN Alert

- How can you help communicate with the populations you serve during an emergency?

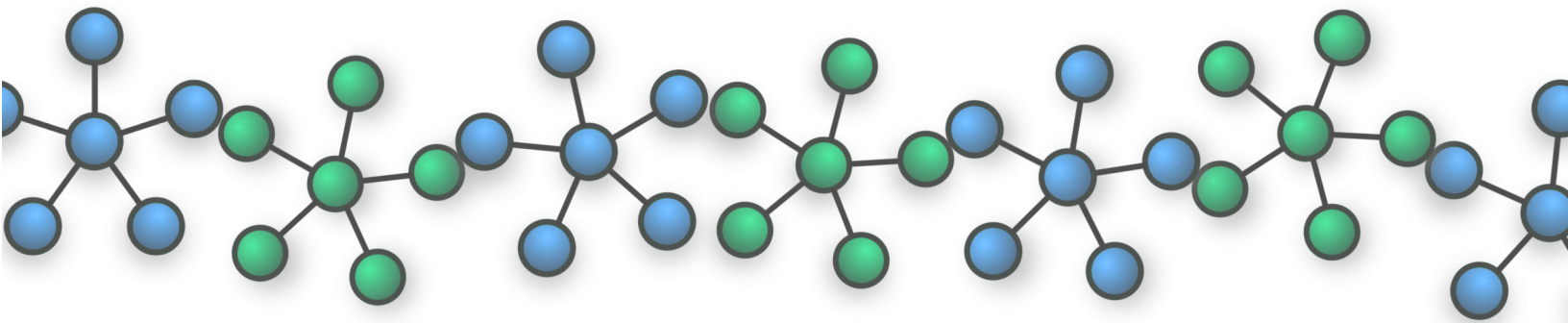
Wrap-Up Questions

- What are three things that you learned from the video?
- What are two things you will use from the video?
- What is one question you still have?

Appendix C (page 19) includes examples of KOIN messages. Consider reviewing with your audience the different types of messages and how information travels from person to person during a KOIN Alert (see pages 5-7 and 20-22).



Appendix A



Fact Sheet

Kentucky Outreach and Information Network (KOIN)

What is the Kentucky Outreach and Information Network (KOIN)?



The Kentucky Cabinet for Health and Family Services/Department for Public Health established the KOIN in 2004 as a response to the need for emergency readiness set by the state Commission of Public Health. The KOIN is a growing grassroots network of volunteers who serve as conduits of information in emergencies to people who are deaf/hard of hearing, blind or visually impaired, limited English proficient, remote rural, elderly or disabled.

What is the purpose of the KOIN?

The purpose of the KOIN is to ensure that communication channels are in place so that the state's most vulnerable and hard-to-reach populations can receive critical health information.

Who participates in the KOIN?

The KOIN includes a variety of people who have the trust of many special population groups. KOIN members range from individual community members to people who represent the following groups:

- Community-based organizations;
- Direct service providers;
- Disaster preparedness and emergency response agencies;
- Faith organizations;
- First responders (fire, police);
- Health departments;
- Hospitals;
- Mainstream and ethnic media outlets; and
- Social and cultural service organizations.

How was the KOIN formed?

The KOIN was formed from studies and interviews with individuals, agencies, media and institutions that could assist CHFS/DPH in defining communication patterns among the state's special populations and developing the best methods to reach them. Over time, the KOIN has developed and grown through forming partnerships with people who can reach the state's most vulnerable people and recommend others for the KOIN.

Prevent Disasters

Prepare for Emergencies

Cope with Recovery



Cabinet for Health and Family Services, Division of Communications
275 East Main Street, 4C-A Frankfort, KY 40621
(502) 564-6786
<http://www.chfs.ky.gov/dph/epi/preparedness/KOIN.htm>

When is the KOIN used?

The KOIN is used to issue urgent and non-urgent information about natural disasters, severe weather events, disease outbreaks, product contamination and other events that can impact the health and safety of Kentucky citizens.

What makes the KOIN different from other communication channels?

The KOIN is unique because it takes into account the different ways in which people receive information and the communication barriers that may prevent people from receiving information.

How is the KOIN database maintained and kept up-to-date?

The list of KOIN members is maintained on a simple database spreadsheet. The database includes distribution lists according to specific population segments and particular locations throughout the state so that certain groups can be reached through e-mail. KOIN members without e-mail addresses are reached via telephone or by word of mouth. KOIN updates are conducted annually to verify the most current contact information is included for each member.

What types of activities and materials are available to KOIN members?

KOIN members can access a variety of resources and materials:

- Brochures
- Folding Community Information Pocket Guide Card
- Guides for community members and the media
- KOIN Newsletter (quarterly)
- KOIN Training Video
- Refrigerator magnet

These materials are available through the KOIN Web site:

<http://www.chfs.ky.gov/dph/epi/preparedness/KOIN.htm>. Other activities, such as meetings and workshops, are held annually to reinforce KOIN members' roles and encourage potential members to join the network.

For more information about the KOIN, please contact:

Barbara Fox (BarbaraJ.Fox@ky.gov) or
Gwenda Bond (Gwenda.Bond@ky.gov)
(502) 564-6786



Kentucky Outreach Information Network (KOIN) Member Roles and Responsibilities

KOIN Member Role:

Your role is to be a communication conduit between the Kentucky Cabinet for Health and Family Services/Department for Public Health (CHFS/DPH) and the population you serve so that public health information is available in an understandable format and delivered by a trusted source.

KOIN Member Responsibilities:

CHFS/DPH appreciates your commitment as a volunteer KOIN member and aims to limit the amount of time you are asked to perform activities outside of your every day responsibilities. The responsibilities that are typically associated with KOIN membership can change depending on whether the KOIN is in an activated or non-activated state or during the recovery phase.

Non-Activated Phase

When the KOIN is in a non-activated state, meaning an emergency has not occurred, you may be asked to perform periodic tasks or activities that will help you prepare for a KOIN Alert, disseminate public health information to your constituents and assist CHFS/DPH with KOIN maintenance and related functions.

In a non-activated state, your KOIN member responsibilities may be to:

- Perform the activities listed in the KOIN Member Planning Checklist in advance of a KOIN Alert.
- Participate in annual KOIN work sessions, if your schedule permits.
- Respond to test KOIN Alerts conducted by CHFS/DPH (usually twice a year).
- Recommend others who may be appropriate for the KOIN. Characteristics CHFS/DPH typically looks for in KOIN members include broad outreach capacity, existing communication networks and dedication to service.
- Advise CHFS/DPH on how to best communicate with your population and recommend new outreach techniques, as well as new ways to identify and locate special populations in Kentucky.



Roles and Responsibilities

Activated Phase

In an emergency, CHFS/DPH staff will activate the KOIN by sending you an alert and other critical public health information by phone, e-mail or other appropriate channels. Upon receipt of the information, KOIN members will be responsible for delivering information to your population group and/or networks of people who can further deliver the information in a format that is easy for people to understand.

When the KOIN is activated, your responsibilities may be to:

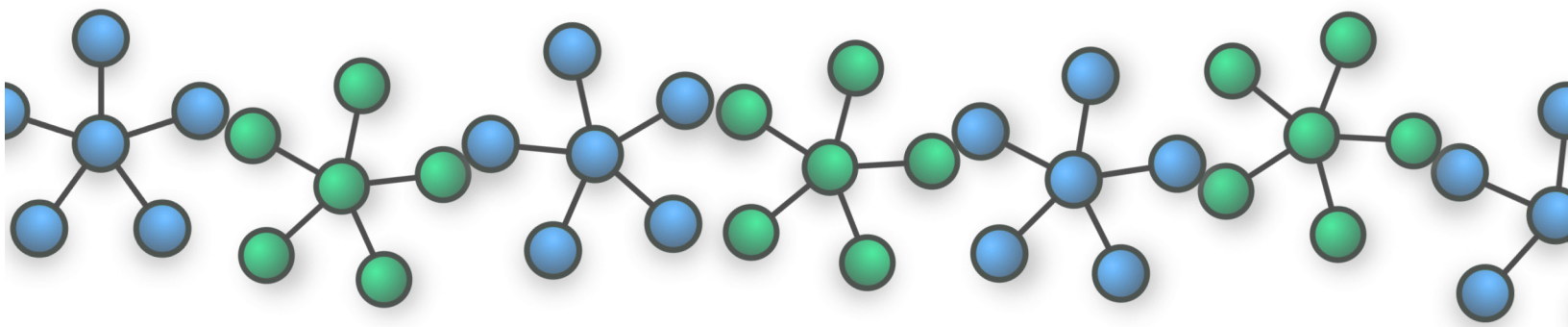
- Make yourself available and accessible to receive a KOIN Alert from CHFS/DPH (i.e., even in a power outage or other circumstance that may make communication difficult).
- Perform the actions identified in the KOIN Alert Response Checklist immediately after a KOIN Alert is issued.

Recovery Phase

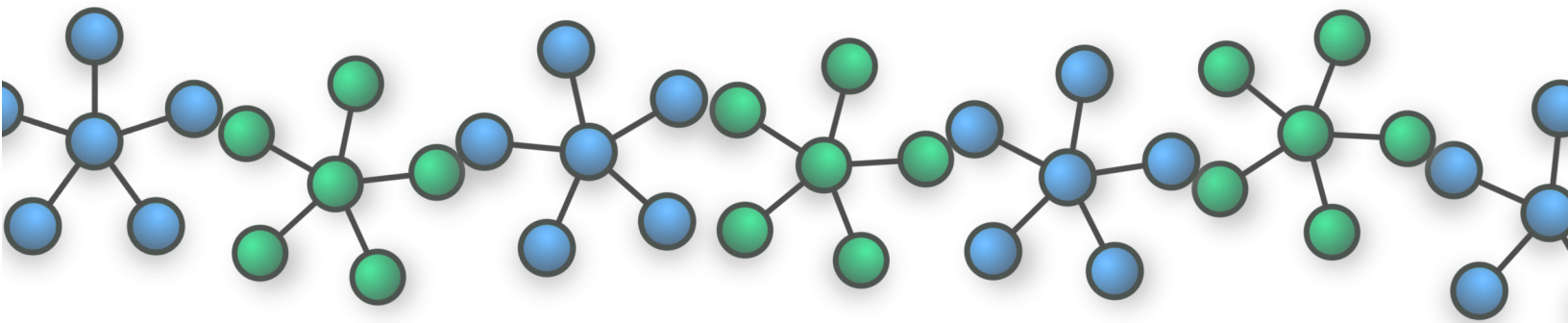
As a KOIN member, you can help people after the event by staying informed and delivering new information to your community, local partners and CHFS/DPH.

After the event:

- Perform the activities listed in the KOIN Member Follow-up Checklist during the recovery phase.
- Share your successes, challenges and lessons learned with others.



Appendix B





KOIN Member Planning Checklist

- ☐ **Plan before the alert.** Be sure to:
 - Know your agency's emergency response policies;
 - Connect with local emergency and community contacts; and
 - Translate and format pre-existing messages and plan how you can adapt KOIN Alert messages for your population group.

- ☐ **Prepare a list of key people you will contact after you receive a KOIN Alert.** Include:
 - Key staff within your agency or organization;
 - Local emergency management professionals, such as first responders, fire and rescue personnel;
 - Emergency personnel for water, power and gas utilities; and
 - Members of the special population group you must reach.

- ☐ **Keep two hard copies of your list of key contacts and save a digital copy on a disk or flash drive.** Include these details:
 - Names;
 - Addresses;
 - Phone numbers (landline and cell); and
 - E-mail addresses.

- ☐ **Know how to reach people quickly in the event of a power outage.** Consider these options for outreach:
 - Call via landline telephone;
 - Go door-to-door by car, on a bicycle, on foot; or
 - Meet at a community gathering place.

- ☐ **Make sure the KOIN manager has your most up-to-date contact information.** Include the following details:
 - All landline and cell phone numbers;
 - Street addresses with ZIP codes;
 - E-mail addresses at home and work, including at least one e-mail account through a public portal (e.g., Yahoo, Hotmail, Gmail) so that you can be reached outside of work hours; and
 - Name and contact information of a backup person in the event that you are traveling or not available for personal reasons.



KOIN Alert Response Checklist

When an alert comes from an official source:

- ☐ **Step 1: Assess the KOIN Alert message.**
 - Look at the message from the perspective of the population you must reach.
 - Identify the population group/s that are most vulnerable.

- ☐ **Step 2: Determine how the message affects your group.**
 - Assess the message's immediacy and urgency.
 - Determine if the needs of your population group affect the urgency or immediacy of the situation.
 - If the risk does not pose an immediate threat to the people in your group, take more time to reach them.

- ☐ **Step 3: Determine how you will deliver the information.**
 - Follow your agency's emergency plan.
 - Adapt and frame the message to make it meaningful to your population.
 - Determine how the situation (such as a power outage) affects the best way to deliver the message to your group.

- ☐ **Step 4: Activate your network.**
 - Begin delivering the message through phone calls, e-mails, text messages or other pre-determined methods.
 - Keep your agency's staff informed about the alert.
 - Contact others who can provide extra help to your population, such as fire and rescue personnel.

- ☐ **Step 5: Use your expertise.**
 - The KOIN relies on you as an expert to reach and inform your special population.
 - Plan for the possibility of new or spreading risks.
 - Alert CHFS/DPH if you have information to share or you need additional help.



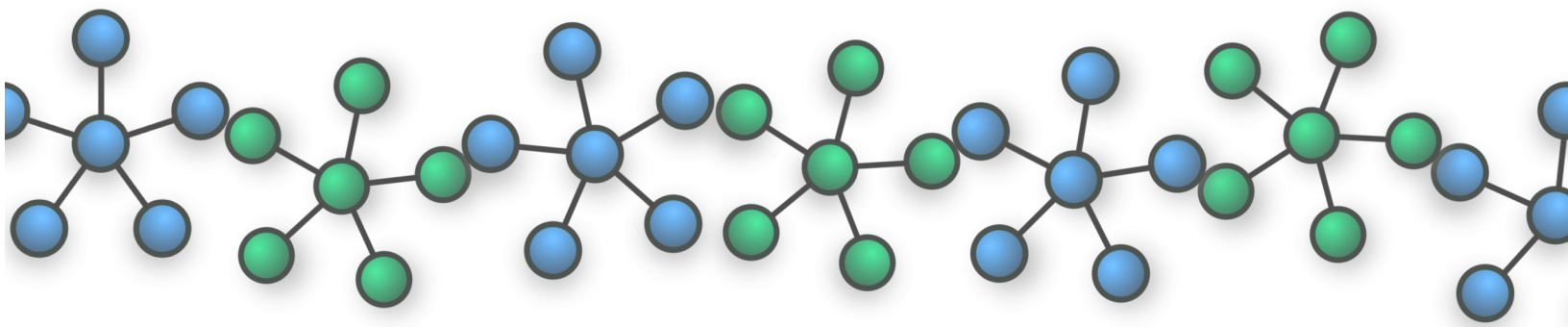
KOIN Member Follow-up Checklist

Keep communication channels open.

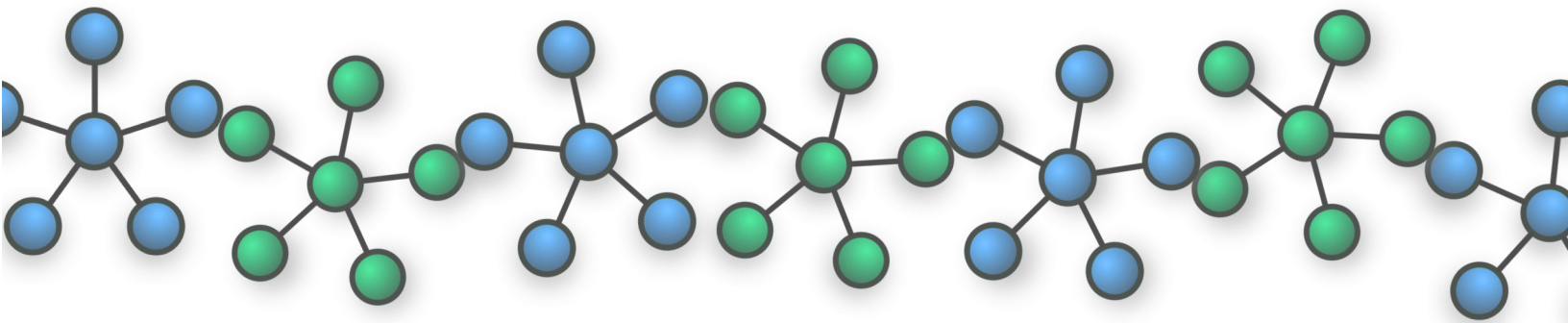
- ☐ Look for new KOIN messages about recovery activities, such as immunization clinics and food and water distribution.
- ☐ Adapt these new messages and deliver them – use the KOIN Alert Response Checklist each time.
- ☐ Determine if the needs of your population group warrant additional contact with local agencies or organizations.
- ☐ Stay in touch with your community partners.
- ☐ Contact CHFS/DPH if you have new information to share about the recovery in your geographic area.

Take time to evaluate.

- ☐ Update information about people on your contact list:
 - Members of your special population group;
 - Local emergency management professionals;
 - Emergency personnel for local utilities; and
 - Community partners.
- ☐ Ask members of your population group if they received the KOIN Alert message and how they responded to it. For example, if the message was about a contagious disease outbreak, were they able to be immunized?
- ☐ Ask yourself what went well in the KOIN Alert process and what could have been handled differently.
 - Was adapting the message easier or more difficult than you expected?
 - How long did it take to deliver the message to members of your population group?
 - Were there people you could not reach? Why?
 - What will you do to prepare for a future event?
- ☐ Plan to attend the next KOIN workshop to share your experiences with other KOIN members.



Appendix C



TYPES OF KOIN ALERT MESSAGES

Kentucky Outreach and Information Network alerts will be sent to KOIN members in one of the following forms:

- Non-emergency messages
- Emergency messages
 - Urgent
 - Immediate
 - High Alert

(The examples of KOIN Alert messages below are actual messages that CHFS/DPH has sent to KOIN members.)

Non-emergency messages are sent to KOIN members in the form of a notice or advisory. A non-emergency message can be shared with KOIN members that will be most affected or that can benefit from the message. Communication could be through e-mail, phone or fax.

Example KOIN Alert (Non-Emergency Message)

Subject: KOIN Non-Emergency Message: Digital Television Transition

The Federal Communications Commission (FCC) has requested that we try to contact as many individuals in Kentucky as possible as part of their national campaign for digital television transition that will occur on February 17, 2009. This transition will affect those who watch free over-the-air television (through a rooftop antenna). The FCC is concerned that residents who do not speak English, have specific disabilities or are low-income will be most affected by this change.

Every household is entitled to two \$40 coupons to help purchase up to two converter boxes through a program administered by the National Telecommunications and Information Administration (NTIA). Coupons may be requested from www.dtv2009.gov or by calling 888-DTV-2009. They must be used within 90 days of their mailing.

Informational fact sheets and guides on DTV are available in different languages at <http://www.dtv.gov/publications.html>.

Please try to disseminate this information as widely as possible to your communities.

An emergency message is sent as an alert. There are different degrees of alert messages. Categories are prioritized by their effect on public health. An emergency message MUST get to those who could be affected. The message could be passed along through e-mail, phone, text message, fax, pager or door-to-door.

Example Alert Message (Emergency/Alert Message)

Subject: KOIN Health Alert – FDA Health Information on Melamine Contamination

Please distribute this information concerning melamine contamination of Mr. Brown coffee/milk tea and White Rabbit Creamy Candy as widely as possible among your colleagues and clients:

FDA Updates Health Information on Melamine Contamination

The U.S. Food and Drug Administration (FDA) warns people not to consume seven Mr. Brown instant coffee and milk tea products. These products have been recalled by the Taiwanese company, King Car Food Industrial Co. Ltd., due to possible contamination with melamine which is used as a non-dairy creamer manufactured by Shandong Duqing Inc., China. Melamine is a white powder used in making plastics. Because of its high nitrogen levels and cheap cost, it has recently been added by several Chinese companies in sub-standard milk to make the milk's protein levels appear higher. The recalled products are:

- Mr. Brown Mandheling Blend Instant Coffee (3-in-1)
- Mr. Brown Arabica Instant Coffee (3-in-1)
- Mr. Brown Blue Mountain Blend Instant Coffee (3-in-1)
- Mr. Brown Caramel Macchiato Instant Coffee (3-in-1)
- Mr. Brown French Vanilla Instant Coffee (3-in-1)
- Mr. Brown Mandheling Blend Instant Coffee (2-in-1)
- Mr. Brown Milk Tea (3-in-1)

The FDA recommends that individuals not consume any of these Mr. Brown instant coffee and milk tea products. The FDA also recommends that retailers and food service operators remove the products from sale or service.

The FDA also recommends that consumers not eat White Rabbit Creamy Candy from China due to high levels of melamine contamination. To date, the FDA is not aware of any illnesses in the U.S. stemming from consumption of either White Rabbit Creamy Candy or the Mr. Brown instant coffee and milk tea products.

TWO-WAY COMMUNICATION

The Kentucky Cabinet for Health and Family Services/Department for Public Health (CHFS/DPH) encourages KOIN members to contact Cabinet staff with any important information that may need to be passed along to other KOIN members. The Cabinet will screen the messages for impact on public health and then send the information to KOIN members in the communities that could be affected.

This two-way communication is not limited to KOIN members sharing messages with CHFS/DPH. KOIN members are also encouraged to be proactive in communicating with each other.